

In the above poster, one cannot help but notice the appearance of light around Hitler, almost giving him a halo. Furthermore, the presence of a winged bird lends angelic characteristics to the poster, and this is only enhanced by the presence of wreath-like flowers around the poster. These are designed to trigger a few key responses in the viewer, most notably the Halo Effect, a social bias where the perceived qualities of the portrayed individual spill over into other areas of their personality. In addition, the authoritative stance and the determined shepherd-like portrayal of someone leading the people aim to trigger the Authority Bias, wherein there is a favorable response to authority on ambiguous stimulus.

The poster may have come off as cold and non-attractive to many. By including this background, he effectively put himself on the same pedestal as God himself. As history recalls, he acted as though he was a god, deciding for him who was worthy of being on this Earth and who was not. I feel that the overall effectiveness of this propaganda poster was highly effective and useful and most likely influenced many for his cause.

Combining the classic symbolism of the sun breaking through a stormy sky with the sight of a vigorous German people led by a firm and resolute Hitler, the poster is as subtle as a Tiger tank. The kitschy oak-leaf framing is unnecessary though - this poster has no need for a petty frame to grab the viewer’s attention!

A notable element in this poster is the eagle descending from the sky, analogous to the dove, which descended through upon Jesus as he was baptized, through "the heavens parting".

The Nazi party made itself and its leader into a sort of national religion which partially displaced the various forms of Christianity observed in Germany, and in part due to this, the Nazi relationship to the church was not always an easy one.